

Digitalisation of business, labor and media communication as a basis for the formation of e-politics

Roland Kyška

Abstract: In society, we are witnessing digitization of various political processes. In cyberspace, we can observe permanent political campaigns; information and communication technologies are increasingly used in public administration to improve services for citizens and to provide new opportunities for civic participation as well. Even political activists are using on-line space more actively and effectively.

The aim of this work is verification of the hypothesis, that these social and political institutions do not arise in the imaginary vacuum; they are a reflection of trends of e-commerce and new forms of collaboration as results of the massive expansion of the Internet. According to our conclusions these changes in consumer behavior, but also a new kind of understanding of trust, they are changing the behavior of man as homo politicus. Analysis of changes in trade and labor are now inspiration for social and political sciences.

Keywords: digitalization, commerce, e-commerce, e-bussiness, e-politics, outsourcing, crowdsourcing

JEL Classification: J53, Z13, F66